

# LAM TAN THINH

 Portfolio  LinkedIn  Github  
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## Objective

- I aim to leverage my background in Computer Science and data analytics to drive business efficiency and growth. My goal is to go beyond technical analysis, applying data-driven insights to optimize economic performance and eventually contribute to the company's long-term business strategies and decision-making processes.

## Education

- 2021 - 2025  **B.Sc. in Computer Science - Business Intelligence Major,** Cum. GPA: 3.3/4.0  
Ho Chi Minh City University of Technology (HCMUT).  
Academic Reference: Dr. NGUYEN An Khuong - nakhuong@hcmut.edu.vn - [LinkedIn](#)
- 2018 - 2021  **Physics Honors Class**  
Nguyen Thien Thanh High School for the Gifted, Vinh Long, Vietnam.  
Selected as an excellent student at the national level in Physics (Grades 11, 12).

## Relevant Work Experience

-  **Salesforce & Automation Junior - A Plus (12/2025 - Present)**  
Designed and implemented the first **automated Salesforce workflows** for lead and opportunity management from scratch. Developed automated systems to generate **personalized AI emails and brochures** for individual clients. Built **specialized AI chatbots** to automate interactions and optimize lead data collection.

## Personal Projects

-  **Social Listening Platform (Capstone Project):** Designed and implemented a custom Facebook web scraping engine to collect **unlimited public Facebook data** without login and without using Facebook official APIs, by reverse-engineering web requests. The crawling system was fully self-developed and comparable in capability to a **very small number of global providers** such as Bright Data, Apify, and Thordata, which are among the **few companies worldwide** offering proprietary Facebook web scraping services at scale. Built downstream pipelines for sentiment analysis on user comments and integrated a **RAG-based AI assistant** to deliver insights and answer Vietnamese natural-language queries over large-scale social media content.
-  **Traffic & Conversion Performance Analysis:** Analyzed website traffic sources, user behavior, and conversion funnels to identify key performance bottlenecks and optimization opportunities, and derived data-driven insights to improve conversion efficiency.
-  **Data Warehouse for Music Streaming Analytics:** Ingested JSON logs, then transformed them via an **ETL workflow** into a **Snowflake-modeled warehouse** with staging and analytical tables, powering **Power BI dashboards** that *deliver insights into user behavior and listening patterns*.
-  **Database Design for E-Commerce Platform:** Designed the **ERD** and **manually mapped** it into a **relational database** with custom keys and constraints, then integrated it into backend modules such as product management, checkout, and vouchers to ensure *data integrity and consistent functionality*.
-  **StackOverflow Survey Analysis:** Analyzed the 2024 survey to identify trends in developer demographics and technology usage, and built **dashboards** highlighting patterns across languages, databases, cloud platforms,... *providing a clear view of developer preferences and market shifts*.

## Personal Projects (continued)

- BigData Sentiment Analysis: Processed batch text data through a **Kafka-based BigData pipeline** for sentiment detection and built **Power BI dashboards** to *visualize emotion trends*.

## Skills

- TOEIC Listening - Reading 745 - [Certificate](#).
- Technical: SQL, Python, Power BI, Excel, AI - **30+ related certifications**, full list on [LinkedIn](#).
- Soft Skills: Analytical Thinking, Problem-Solving, Data Storytelling, Communication.

## Other Experience

- Digital Media Production Coordinator - Hello Health Group (10/2025 - Present)**  
Led a production team and produced motion graphics for brands such as Vinamilk, Friso, Sudocrem.
- Sales Consultant - Hyundai Truong Chinh (07/2023 - 12/2023)**  
Applied performance metrics to optimize YouTube/Facebook/Tiktok ads.